



SALE ANALYSIS PROJECT

MANZAR ALAM

CONTENT

- 01** OVERVIEW
- 02** DATA ANALYSIS
- 03** QUESTION AND INSIGHTS
- 04** RECOMMENDATIONS
- 05** DASHBOARD

Overview

01

Overview

02

Problem Statement

03

**Data Analytics
and Overview**

04

**Question and
Insights**

05

Recommendations

06

**Power Bi
Dashboard**

OVERVIEW

objective 1

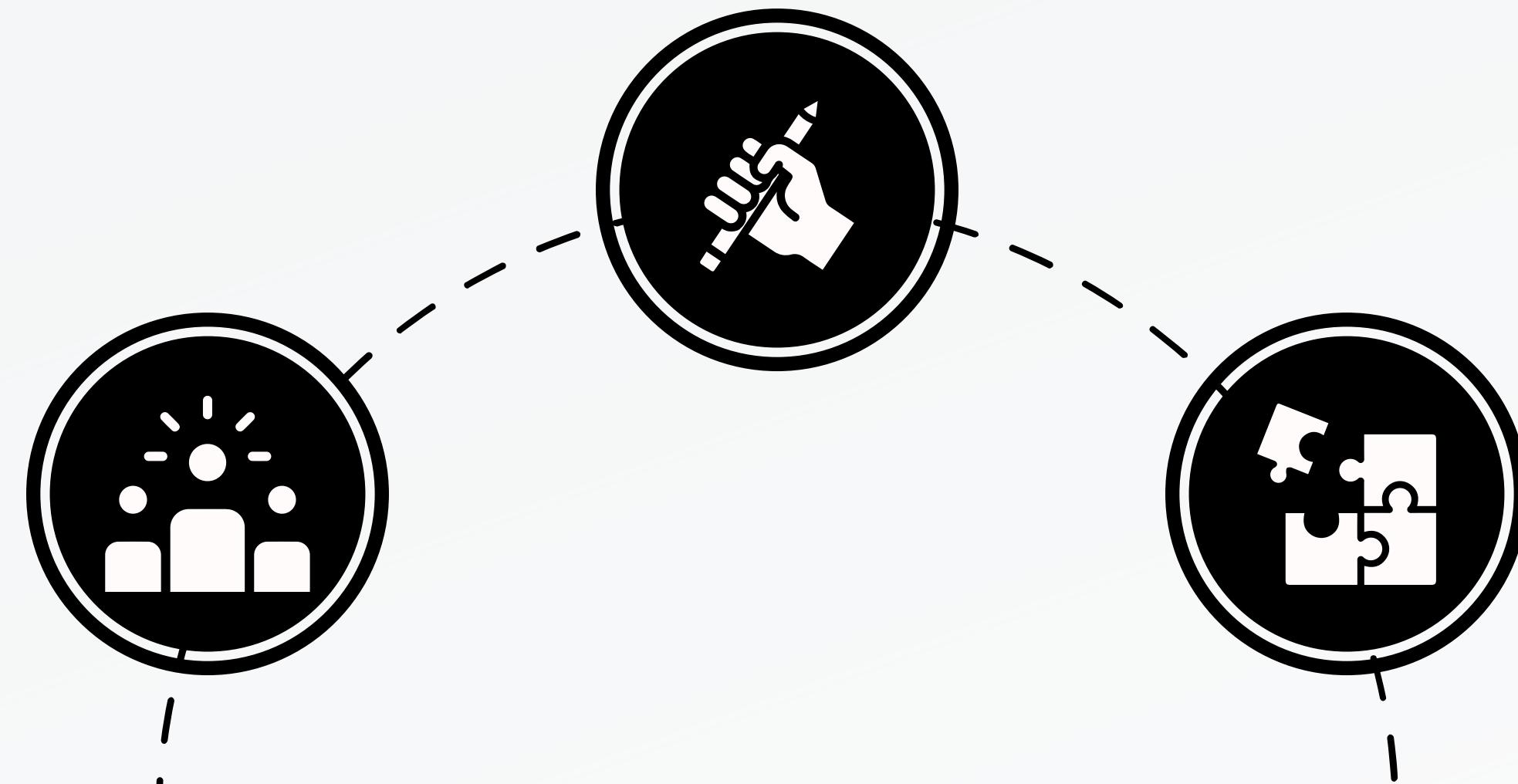
The data used to find key factors and improve sales customer, and Product Analysis

Objective 2

solve the Question
Identify the trends, insights

Objective 3

Recommendation for Improvement





PROBLEM STATEMENT

THIS DATASET INCLUDES COMPREHENSIVE INFORMATION ON ORDERS, SALES, CUSTOMERS, AND SHIPPING, MAKING IT IDEAL FOR SEGMENTATION, CUSTOMER ANALYSIS, AND CLUSTERING. BY UNDERSTANDING CUSTOMER BEHAVIOR AND ENHANCING PERFORMANCE, IT HELPS DEVELOP STRATEGIES TO BOOST SALES AND IMPROVE CUSTOMER SATISFACTION. OUR ANALYSIS FOCUSES ON SALES, PRODUCT, AND CUSTOMER INSIGHTS TO PROVIDE RECOMMENDATIONS FOR BUSINESS GROWTH AND IMPROVED CUSTOMER ENGAGEMENT

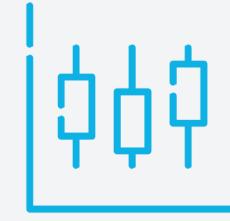
Key Objectives



Sales Analysis



Product Analysis



Customer

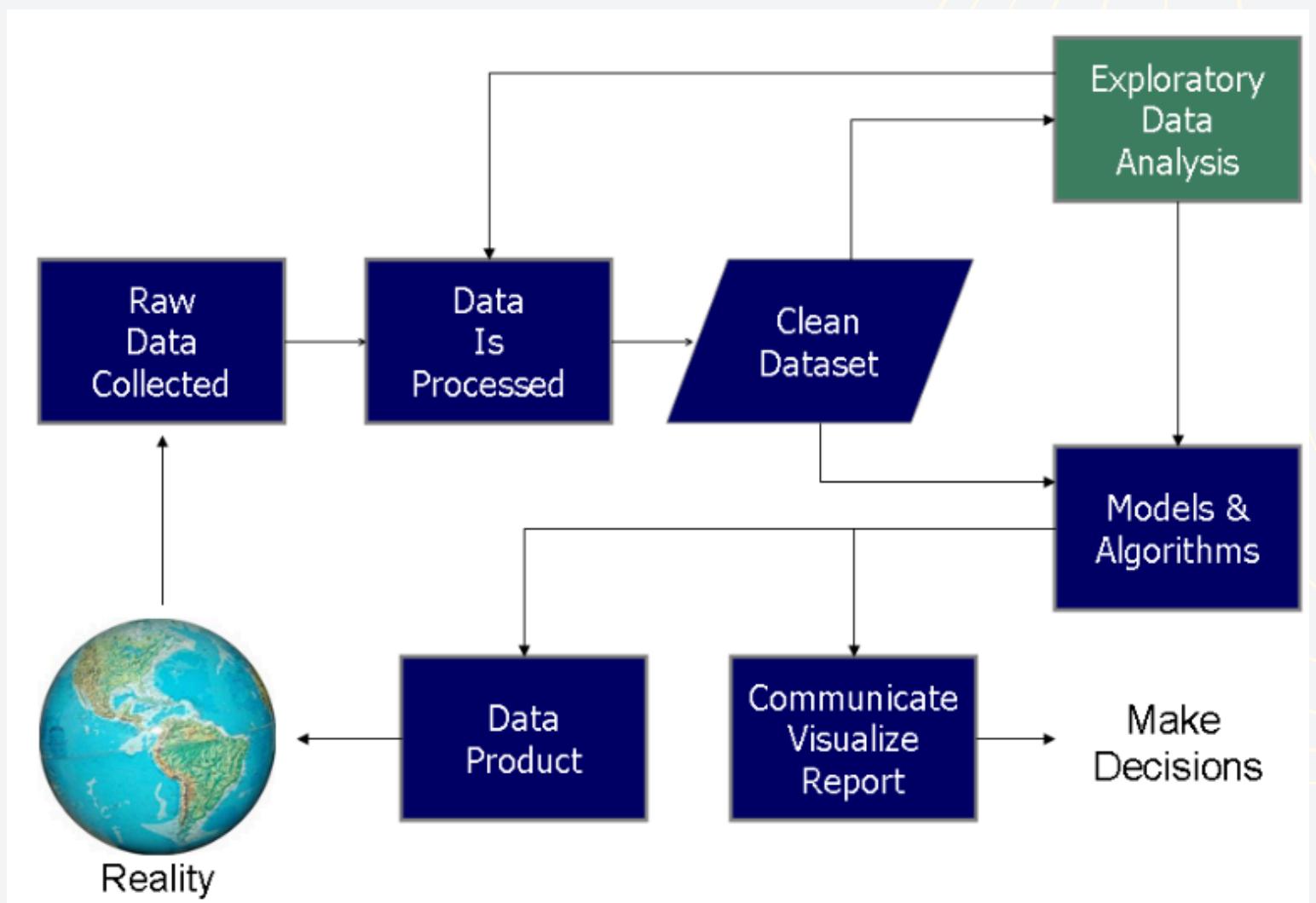


Business growth

DATA OVERVIEW

Variable	Definition
1. ORDERNUMBER	Unique identifier for each order.
2. QUANTITYORDERED	Number of items ordered.
3. PRICEEACH	Price of each item.
4. ORDERLINENUMBER	Sequence of the order line.
5. SALES	Total sales amount.
6. ORDERDATE	Date of the order.
7. STATUS	Current status of the order.
8. QTR_ID	Quarter identifier.
9. MONTH_ID	Month identifier.
10. YEAR_ID	Year identifier.
11. PRODUCTLINE	Category of the product.
12. MSRP	Manufacturer's suggested retail price.
13. PRODUCTCODE	Code of the product.
14. CUSTOMERNAME	Name of the customer.
15. PHONE	Customer's contact number.
16. ADDRESSLINE1	Primary address line.
17. ADDRESSLINE2	Secondary address line.
18. CITY	Customer's city.
19. STATE	Customer's state.
20. POSTALCODE	Customer's postal code.
21. COUNTRY	Customer's country.
22. TERRITORY	Sales territory.
23. CONTACTLASTNAME	Last name of the contact person.
24. CONTACTFIRSTNAME	First name of the contact person.
25. DEALSIZE	Size of the deal.

DATA PROCESS METHODS

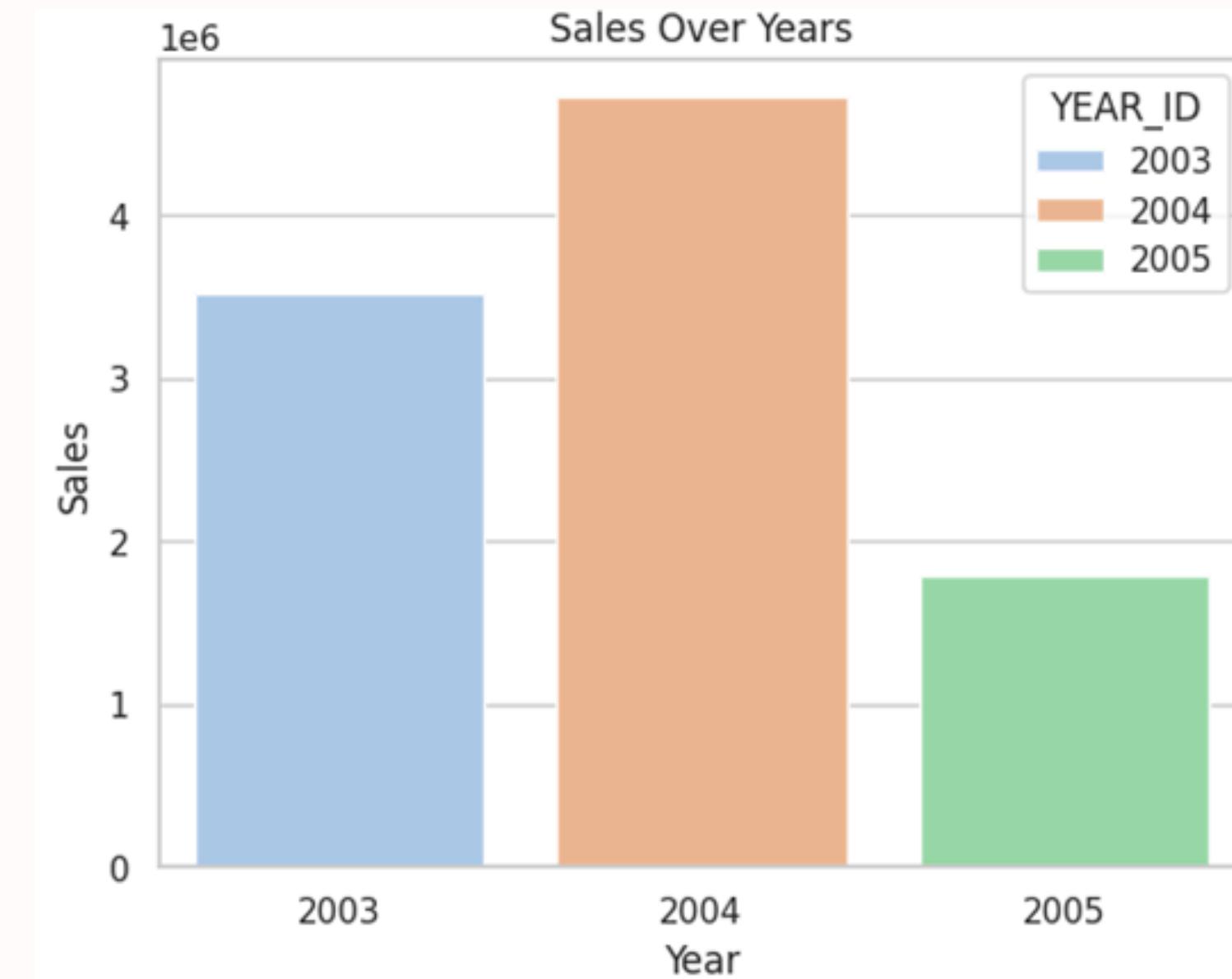


QUESTION AND ANSWER

Identify the number of sale over past servel years

**Top year
Sales**

2004 sale : 4.5M



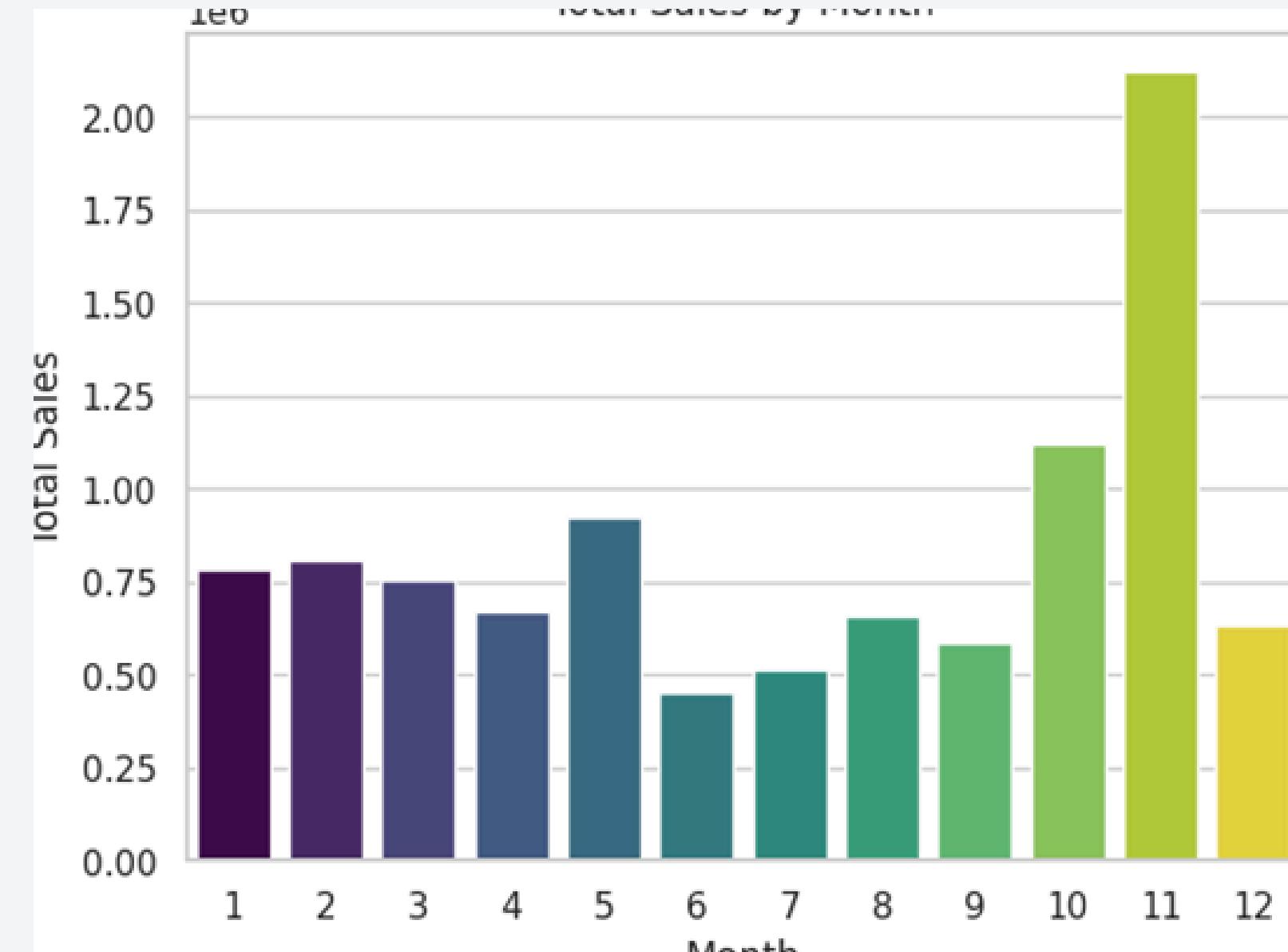
Sales increased significantly from 2003 to 2004, suggesting a strong year-over-year growth trend. The highest sales figure in 2014 compared to 2013 and 2015 indicates a peak period, possibly due to successful product launches, market expansion, or seasonal factors. The EMEA region consistently had the highest sales, reflecting strong market performance, while NA and APAC regions followed

Question No 2 Which Month Has the Most Sales?

**Top Month
Sales**

**USA: 0.63 million
in Nov**

O1



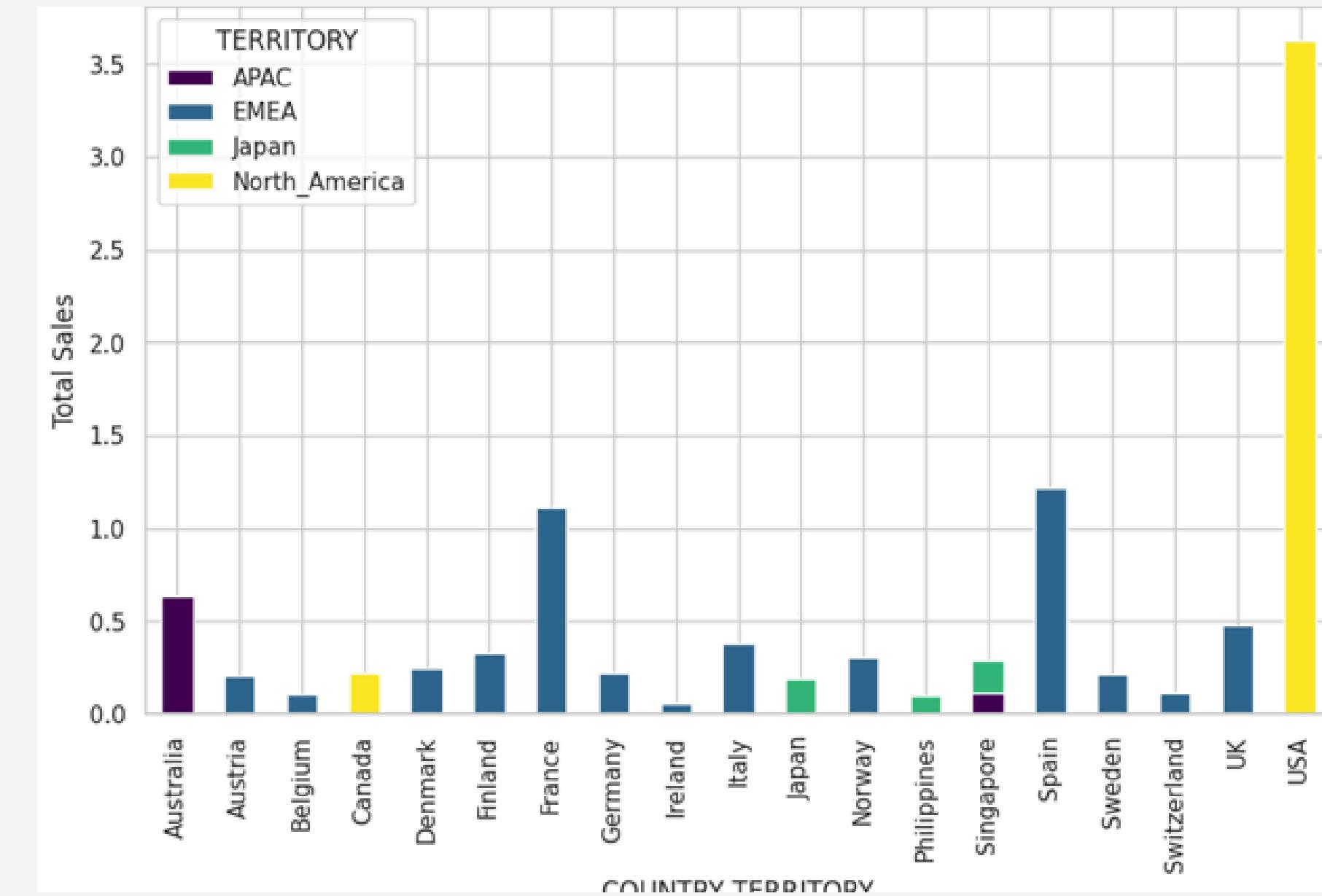
The significant sales increase in the 11th month suggests a strong seasonal trend, likely year-end promotions, while other months experience lower sales, indicating that November might be a key period for targeted marketing and sales strategies.

question:3 Which country have most sale

Top Country Sales



**USA: 3.63 million
in North-America territory**

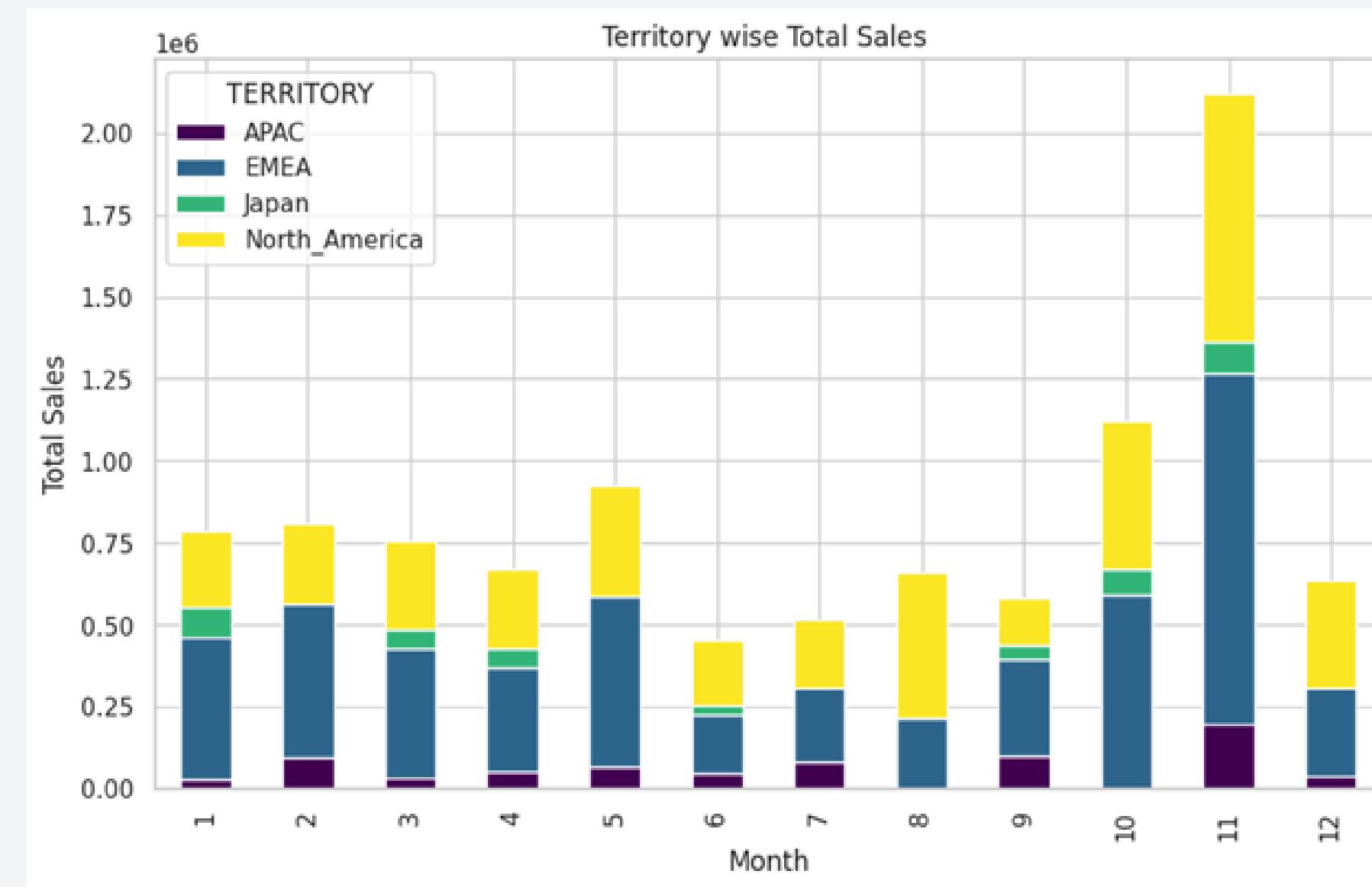


The United States dominates sales, contributing over 52% of total global sales, indicating it is the primary market driver while the USA follows France and Spain.

Question 4: How does the total sales distribution vary across different territories on a month-by-month basis?

Top territory-wise Sales

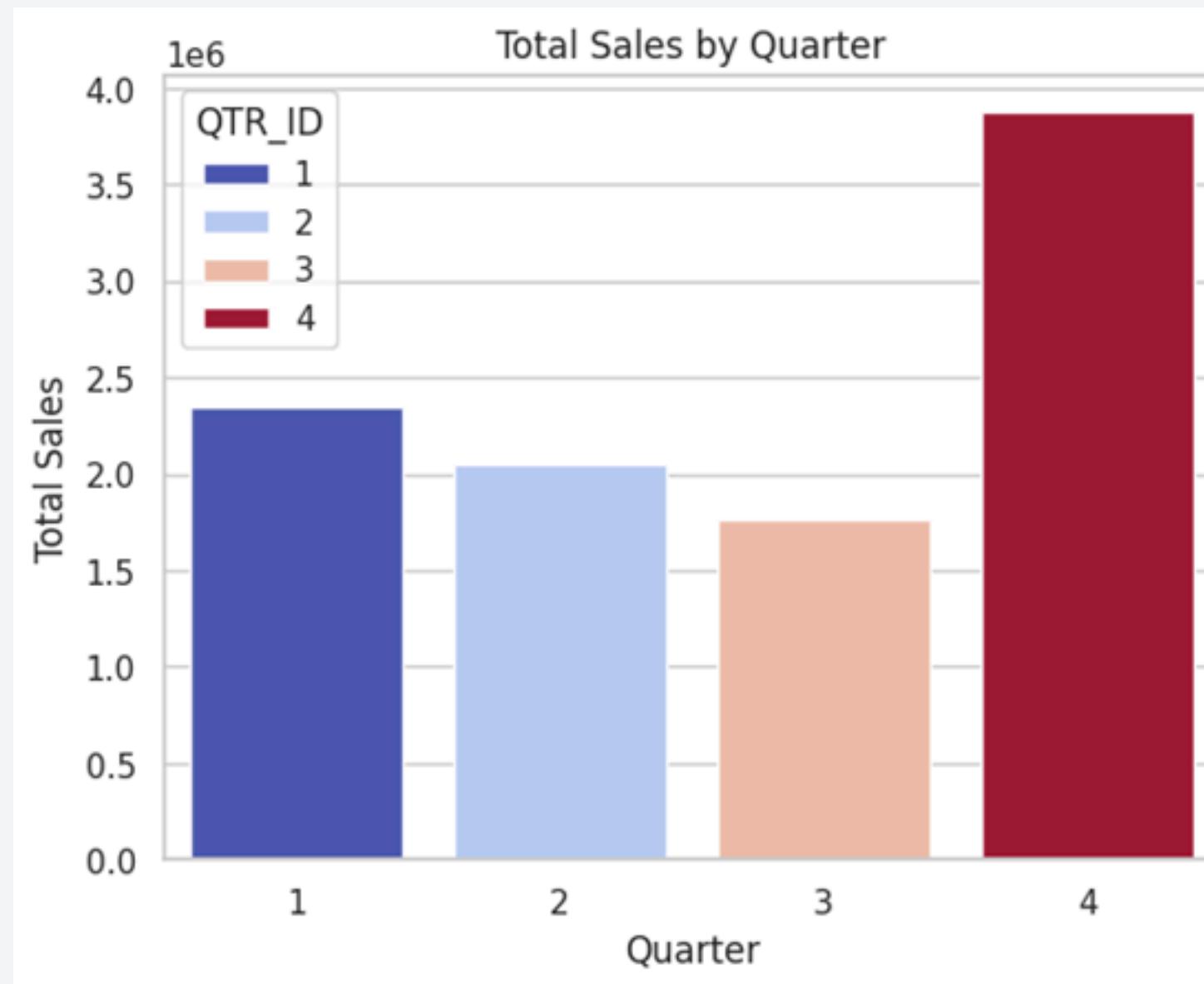
North-America territory in Nov month



Sales peak significantly in November across all territories, with EMEA and North America showing the highest figures. while North America has notable peaks in May and November. APAC and Japan exhibit more variable sales patterns

question:5 What are the total sales by quarter?

**Top quarter-wise
Sales**
quarter 4 :38.63%



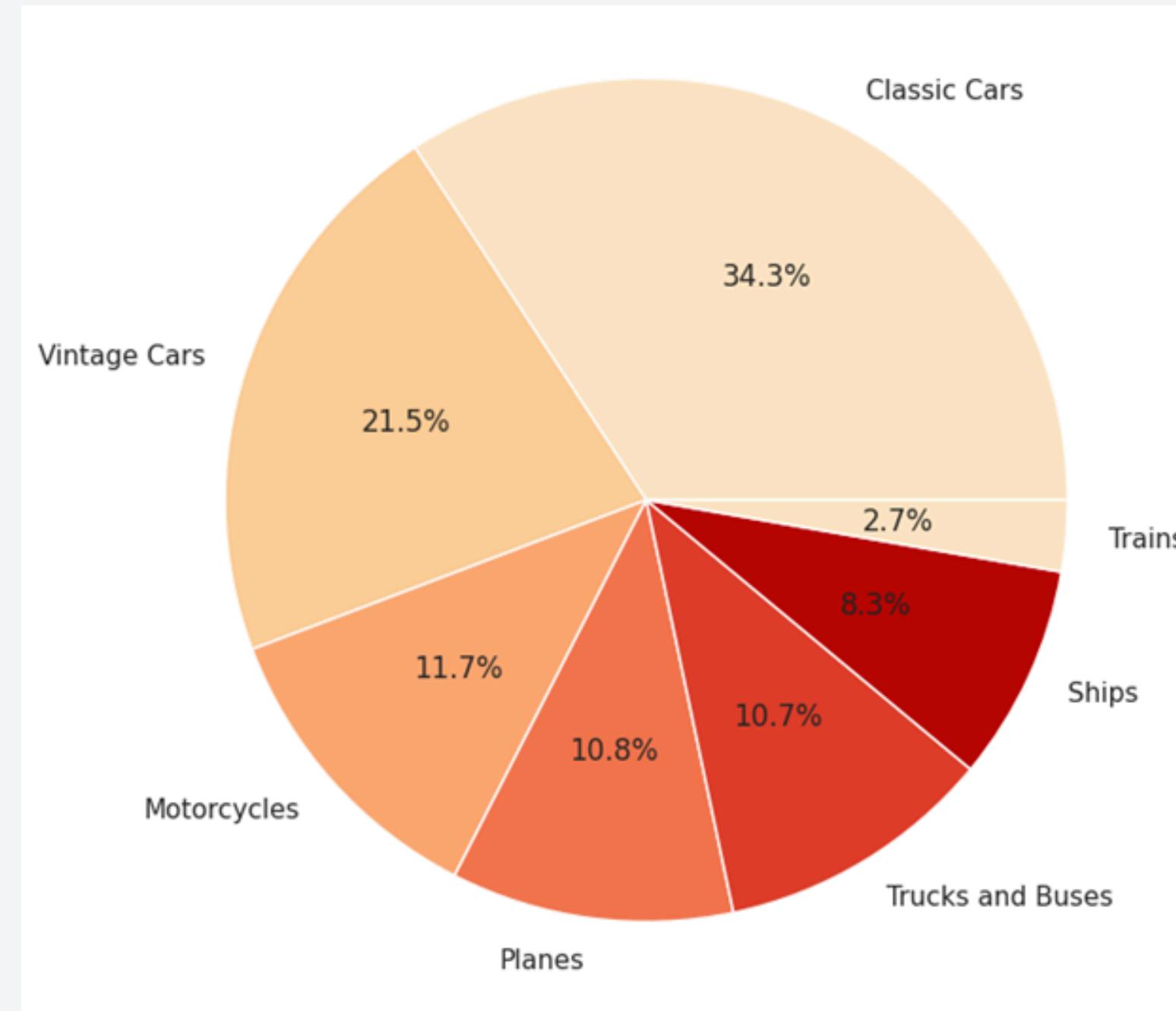
Total sales by quarter reveal that Q4 consistently has the highest sales, likely driven by increased order quantities due to end-of-year corporate purchasing, high demanding of cars, and strategic business spending

Question:6 define the most order product type *

Top Product -wise Sales



Classic Car :34.3%

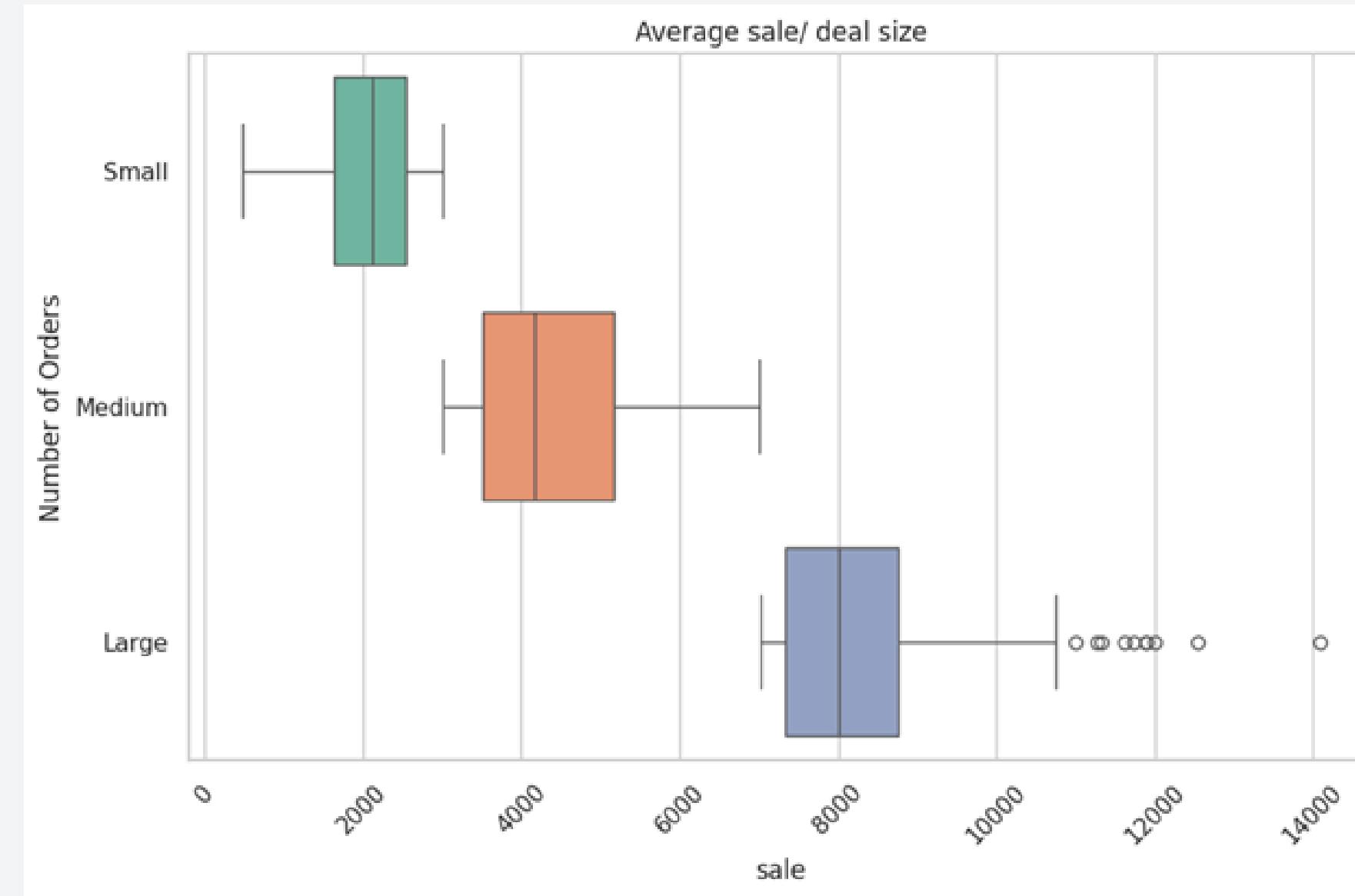


The above graph shows that the products with the lowest price were sold the most, whereas the products with a high price were the least popular.

From the plot, 'Classic Cars' & "Vintage Cars" are the most demanded products, 'Trains' was the least demanded product

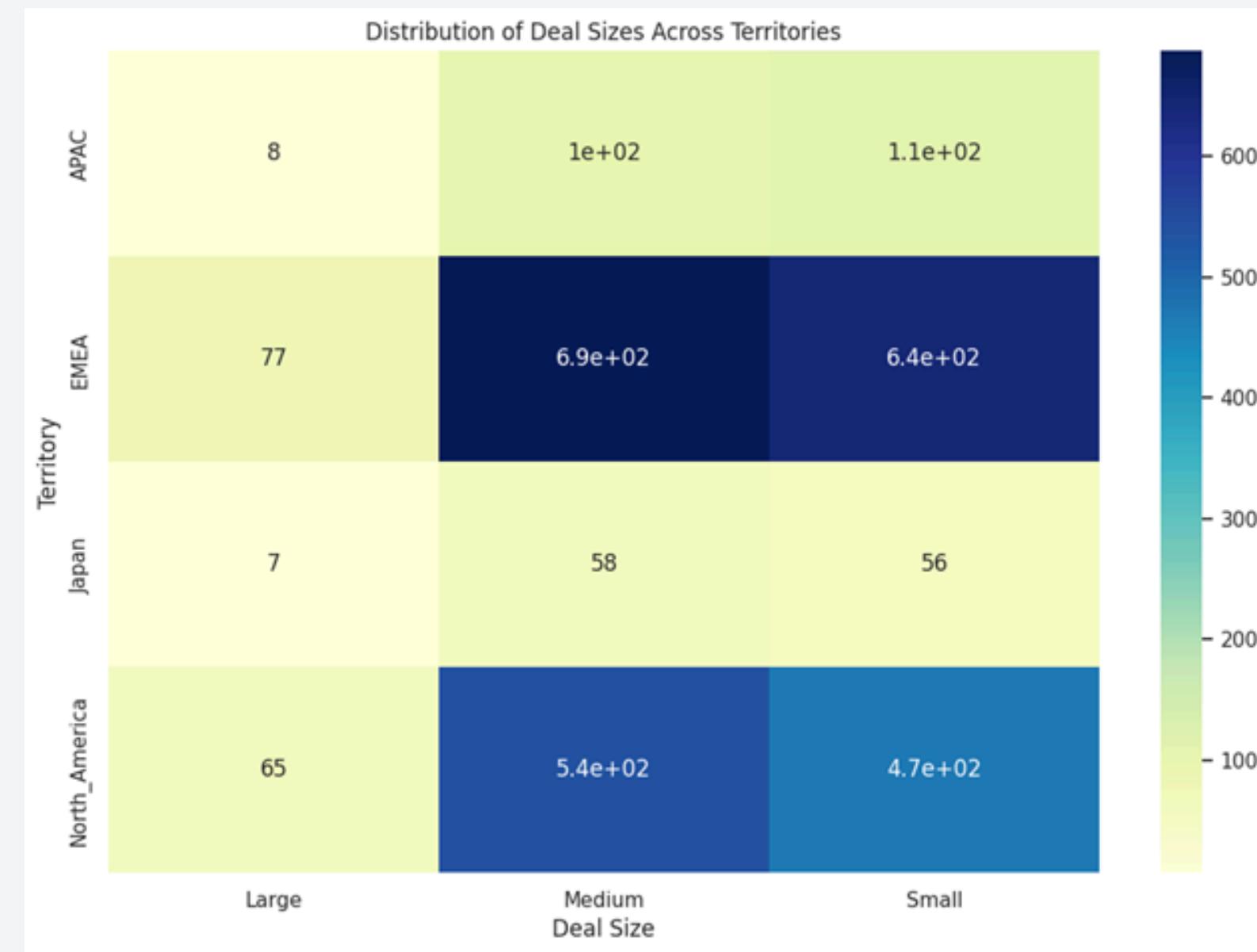
*Question 7 :Calculate the average sale per deal size *

Top deal-size Sales
Large deal size :8000



The average sale per deal size shows a clear trend: Large deals generate significantly higher sales compared to Medium and Small deals. This indicates that focusing on larger transactions can substantially boost overall revenue

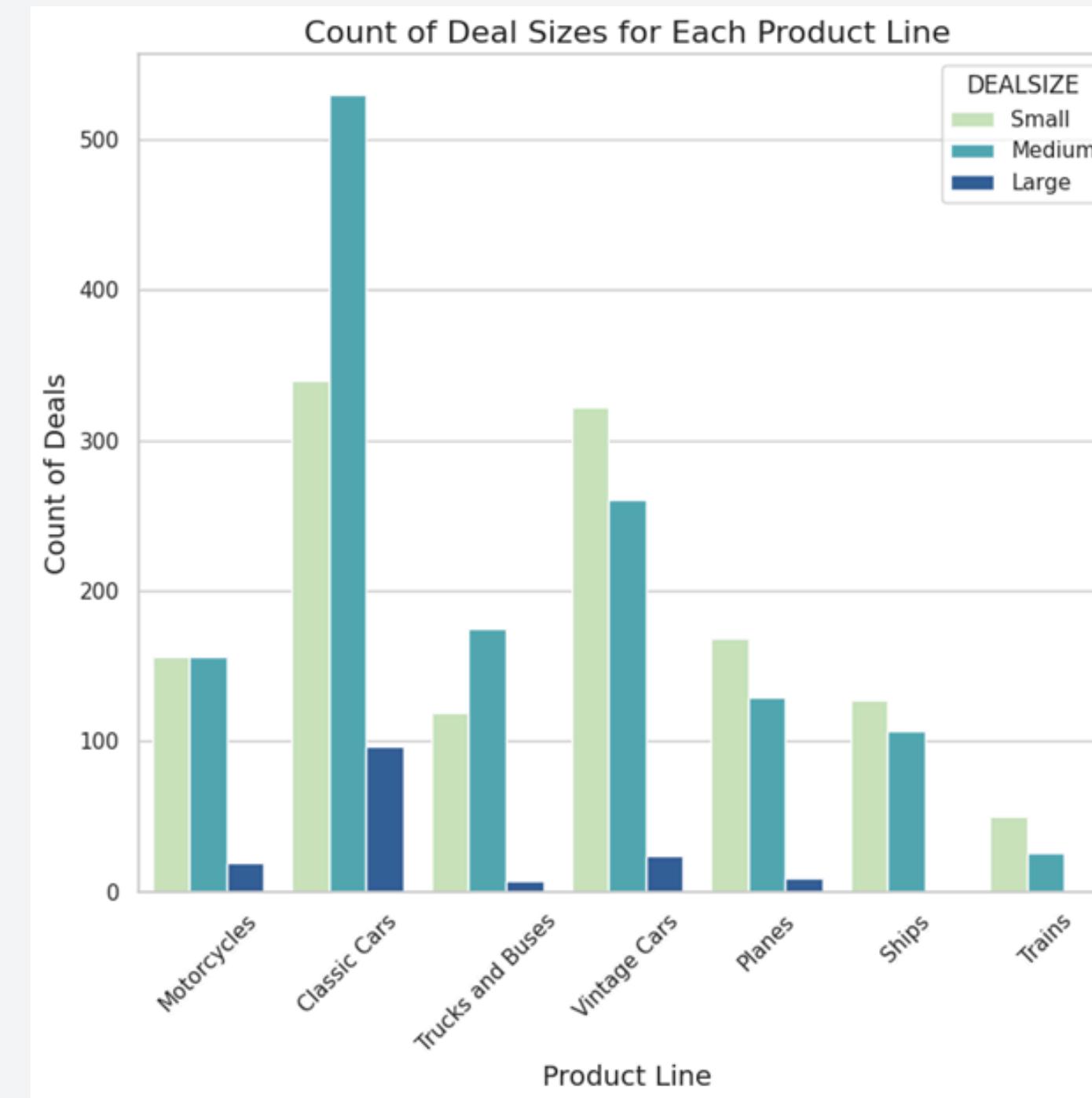
Question **8: find the Distribution of Deal Sizes Across Different Territories?



EMEA leads with the highest counts of large deals, indicating a strong market for high-value transactions, and also shows significant numbers of medium and small deals. North America has a robust market with many medium and small deals, though fewer large ones compared to EMEA. APAC and Japan show lower counts for large deals, with Japan having the smallest overall deal sizes, suggesting potential areas for market growth or strategic adjustments.

What are the counts of deals for each product line and deal size, and how do these counts vary across different product lines

Classic Car have high deal wise Product Sales



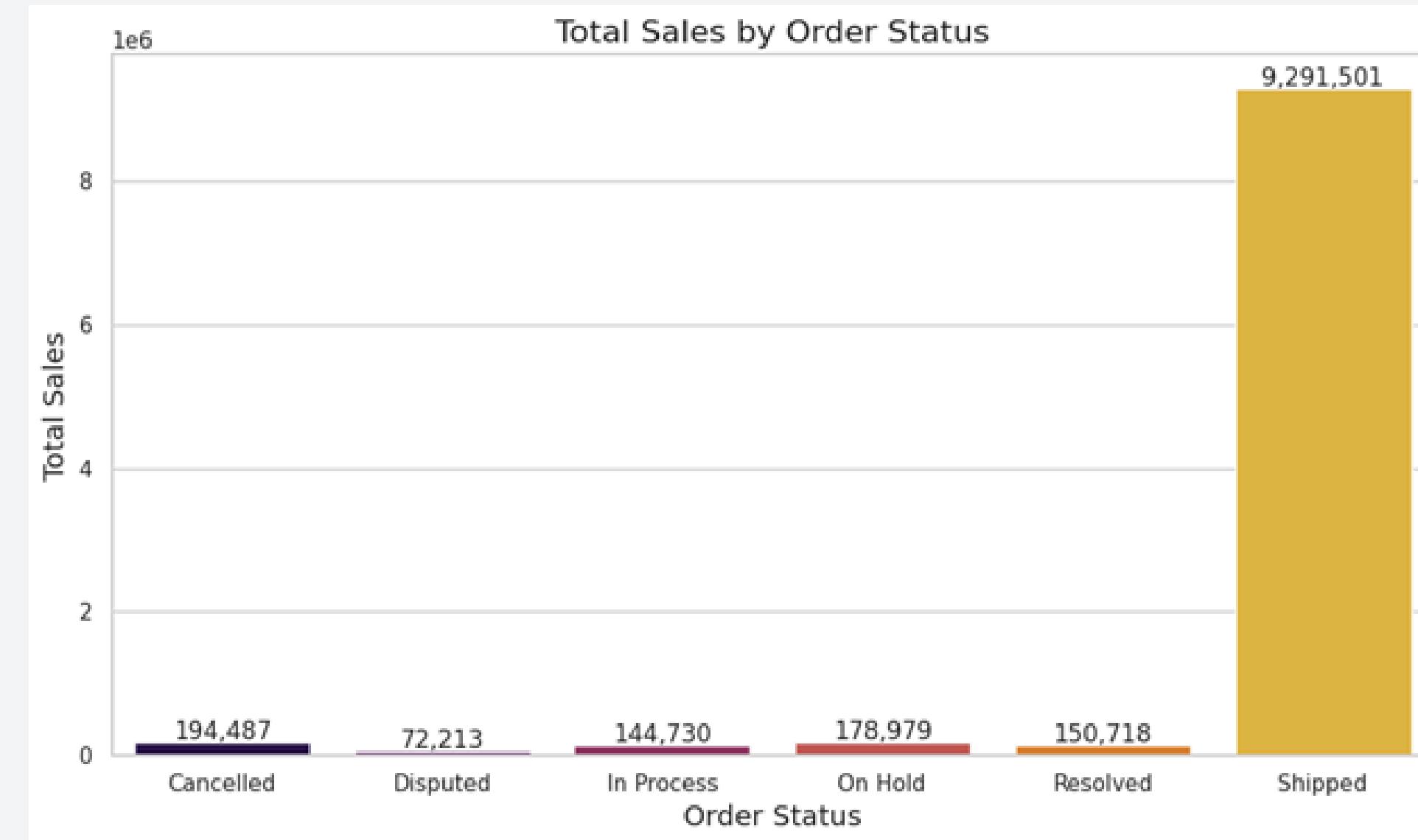
The data reveals that Classic Cars and Vintage Cars dominate in medium-sized deals, with Classic Cars having a high number of small deals.

A classic car has a high rate in the USA market. Motorcycles and Planes show fewer large deals. Trains, Trucks and Buses have a lower overall deal count, with Trains particularly underrepresented in large deals.

Question 10: How do total sales differ across various order statuses



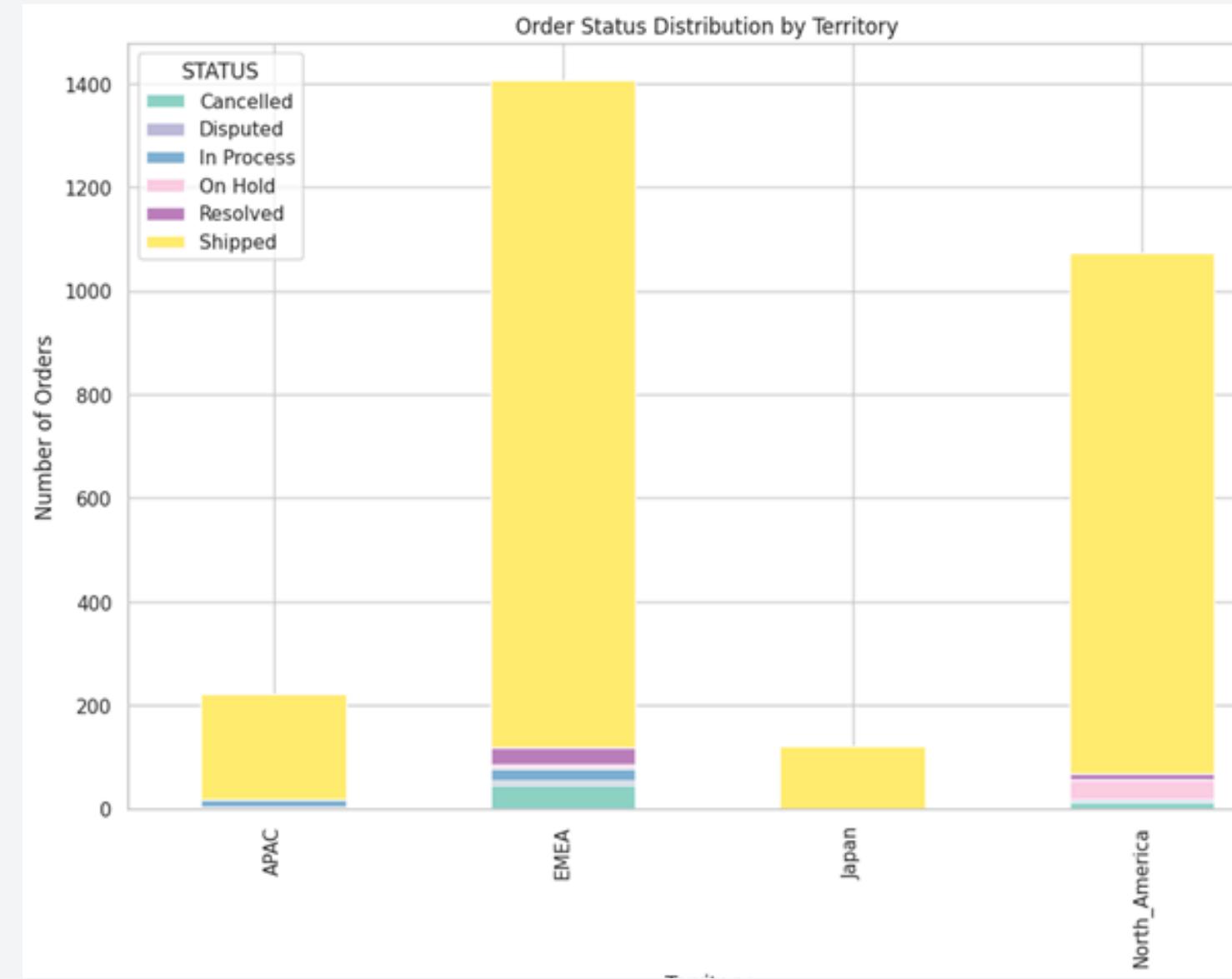
Total shipped: 9.29



The total sales differ significantly across order statuses, with Shipped orders generating the highest sales, indicating successful fulfillment and completion of transactions

Question 11: How are order statuses distributed across different territories, and what does the distribution reveal about the status of orders in each territory?

EMEA record more orders



EMEA and North America lead in shipped orders, indicating strong fulfillment in these regions. EMEA also shows higher counts of cancelled and disputed orders, suggesting potential issues with order processing. North America has a notable number of orders on hold, which could reflect logistical challenges. Japan has a high count of shipped orders with minimal issues, indicating efficient processing.

RECOMMENDATION

CUSTOMERS



1. INSPECT SEVERAL YEARS' SALES DATA TO EVALUATE HOW SALES HAVE PERFORMED OVER A SPECIFIC PERIOD. COMPARE TRENDS FROM DIFFERENT YEARS TO IDENTIFY LONG-TERM SALES CHANGES CAUSED BY ECONOMIC CONDITIONS, THE MARKET ENVIRONMENT, AND SALES PROMOTION STRATEGIES.

2. MONTHLY SALES ANALYSIS: MONTHLY SALES REPORT IS MEANT TO ASSIST THE BUSINESS IN KNOWING THE MONTHLY SALES OF THE BUSINESS. AND WILL ASSIST IN ANALYZING MORE AND TO DETERMINE MORE THE FACTORS WHICH CONTRIBUTED TO THE INCREASE OR DECREASE OF SALES IN SOME MONTHS

3. FOCUSING ON CUSTOMERS IN HIGH-SALES LOCATIONS: CONCENTRATING ON THE CUSTOMERS IN THE HIGH-SALE AREAS IS ALSO LIKELY TO BOOST SALES IN A BETTER WAY

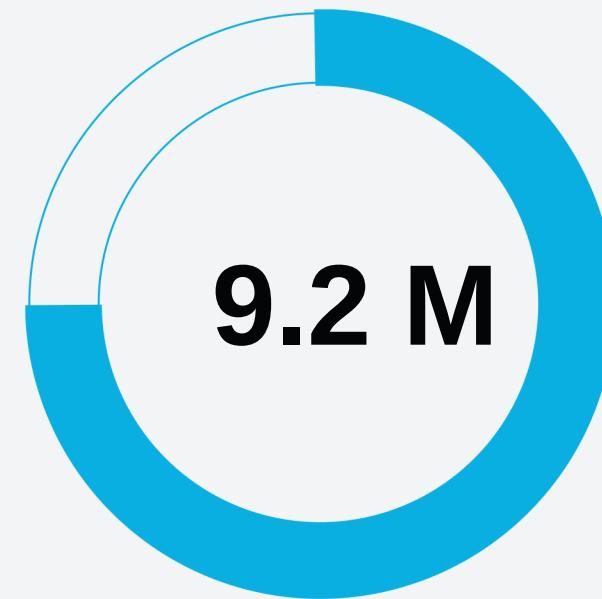
4. THE BEST-SELLING PRODUCTS ARE THE CARS. THE EMEA TERRITORY HAS TO FOCUS TO SALES MORE, WITH THE USA CONTRIBUTING THE HIGHEST SALES PER COUNTRY.

5. QUARTER 4, ESPECIALLY NOVEMBER AND OCTOBER, SHOWED HIGHER SALES, LIKELY DUE TO ANTICIPATION OF THE DECEMBER FESTIVE PERIOD. INCREASING MY MARKETING EFFORTS IN QUARTER 4 WILL LIKELY RESULT IN HIGHER SALES

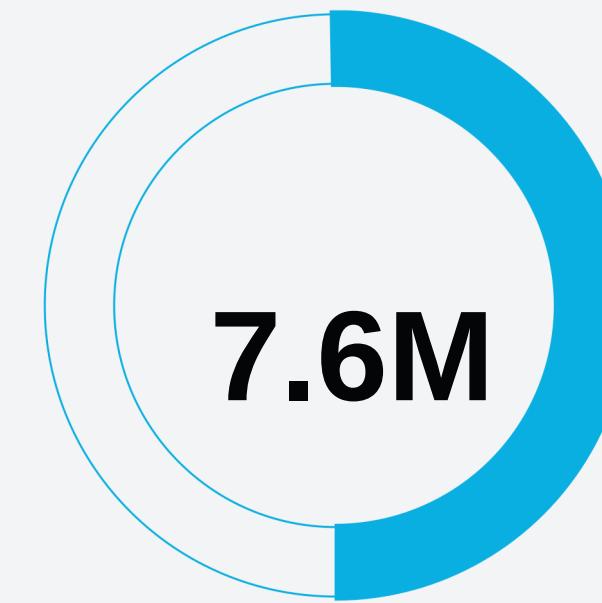
**6. IMPLEMENT IMPROVEMENTS IN ORDER PROCESSING TO REDUCE HIGH CANCELLATION AND DISPUTE RATES IN EMEA.
STREAMLINE PROCEDURES AND RESOLVE LOGISTICAL CHALLENGES IN NORTH AMERICA
TO ENHANCE OVERALL FULFILLMENT EFFICIENCY AND CUSTOMER SATISFACTION**

**7.WELL THE BESTSELLING PRODUCTS ARE THE CARS AND THE MOST LUCRATIVE TERRITORY IS THE EMEA TERRITORY CONSIDERING
THE NUMBER OF COUNTRIES TO TARGET, IT WILL BE BEST MARKETING STRENGTH IS TARGETED TOWARDS THE US
WHICH US FAR MORE LUCRATIVE.
SO TARGETING THE USA MARKET WITH OUR CARS WILL BE A GOOD MARKETING STRATEGY.**

Let's use some percentages

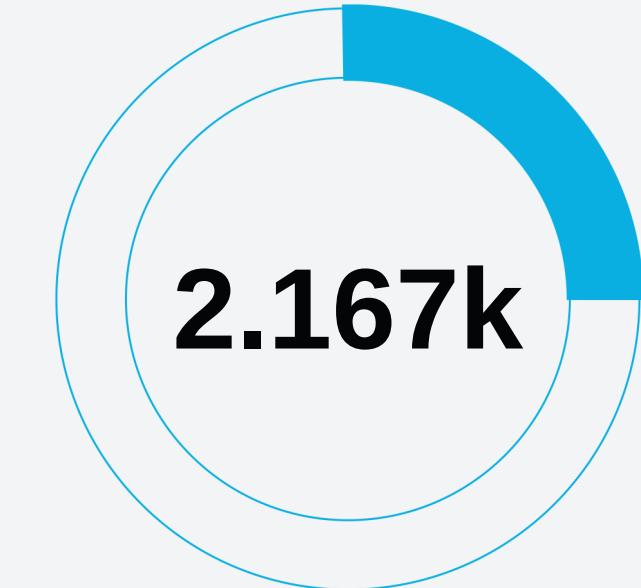


Total Sales



Revenue

Revenue of countries
with order wise



Orders

Transaction by world
Wide

POWER BI DASHBOARD

Sales Analysis Overview

7.7M

Revenue of all countries with orders

2.617K
count
transaction

- Select...
- APAC
- EMEA
- NA

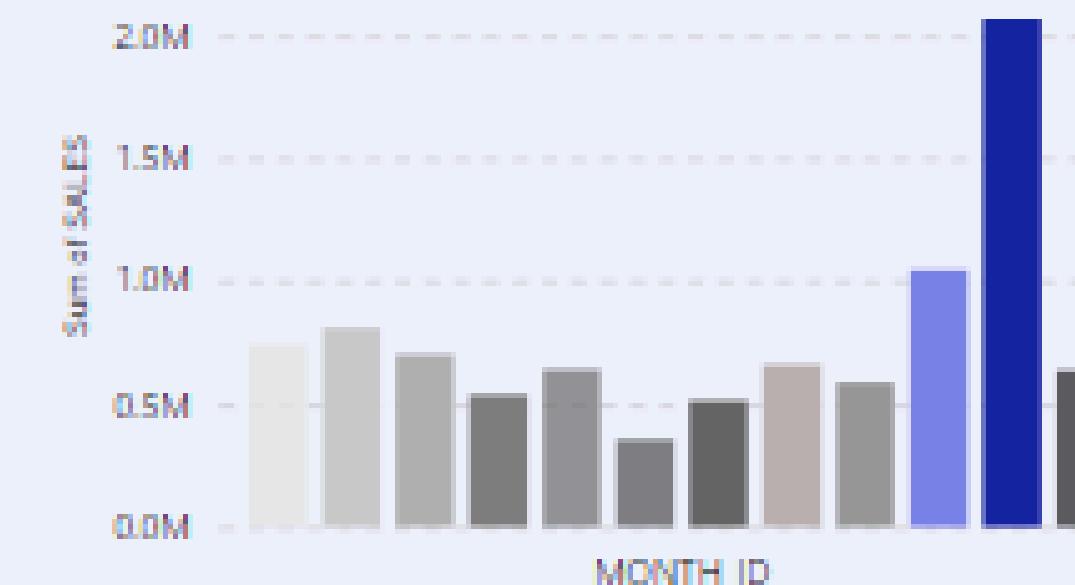


2003

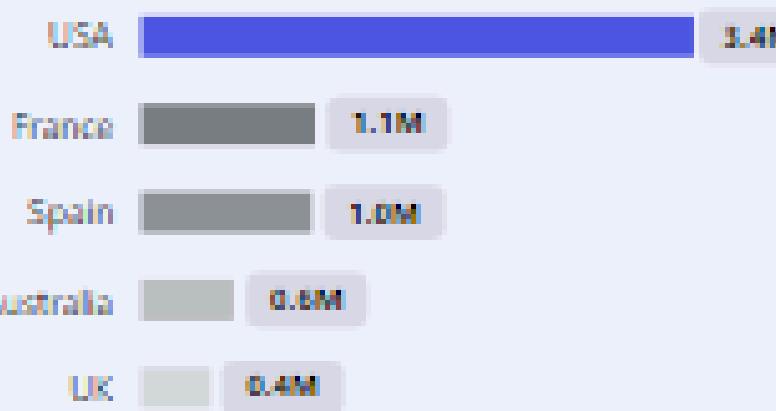
2004

2005

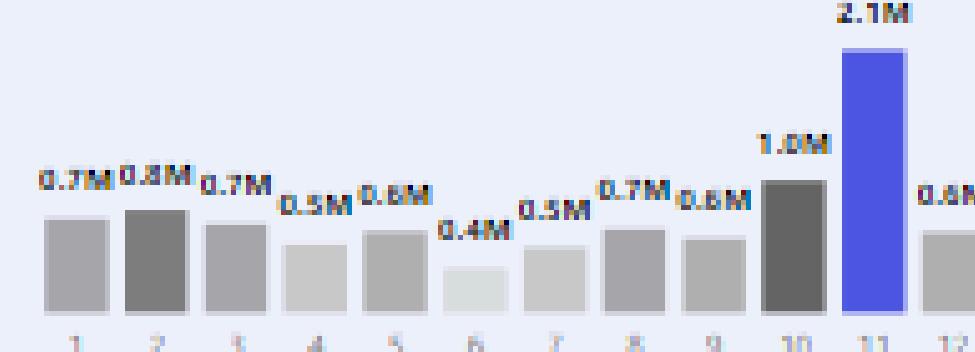
Month Wise Sale



Top 5 Country



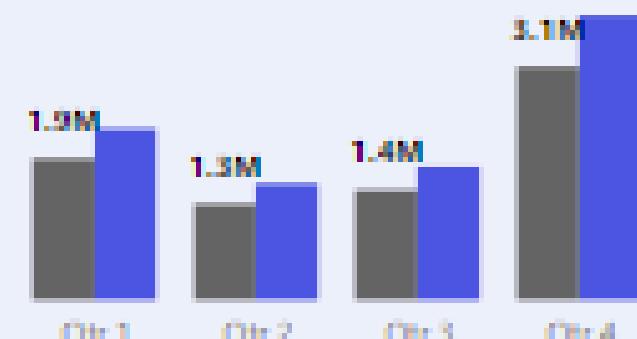
Sales by Month



Sales by Year



Revenue and Sales by Quarter



Product Analysis



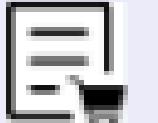
Sum of SALES
9.29M



Revenue
7.65M

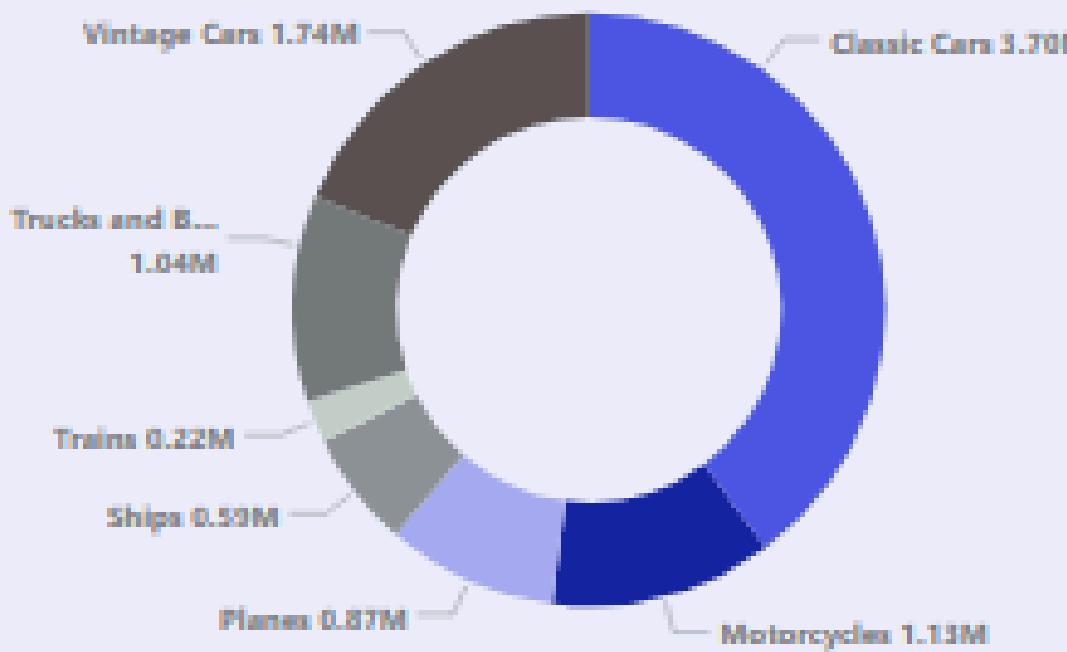


orders
2.617K

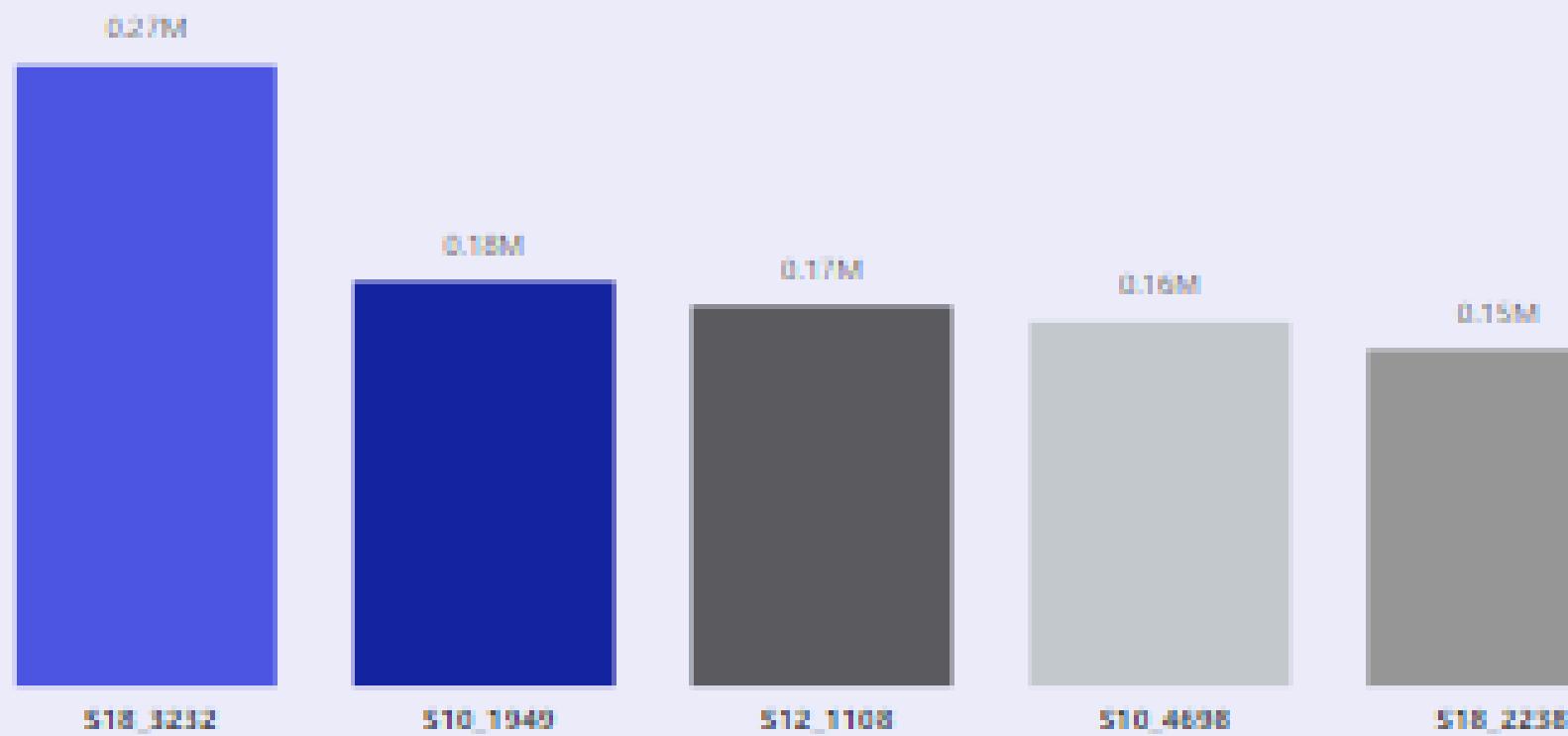


Quantity
91K

SALES by PRODUCTLINE



Top 5 Products

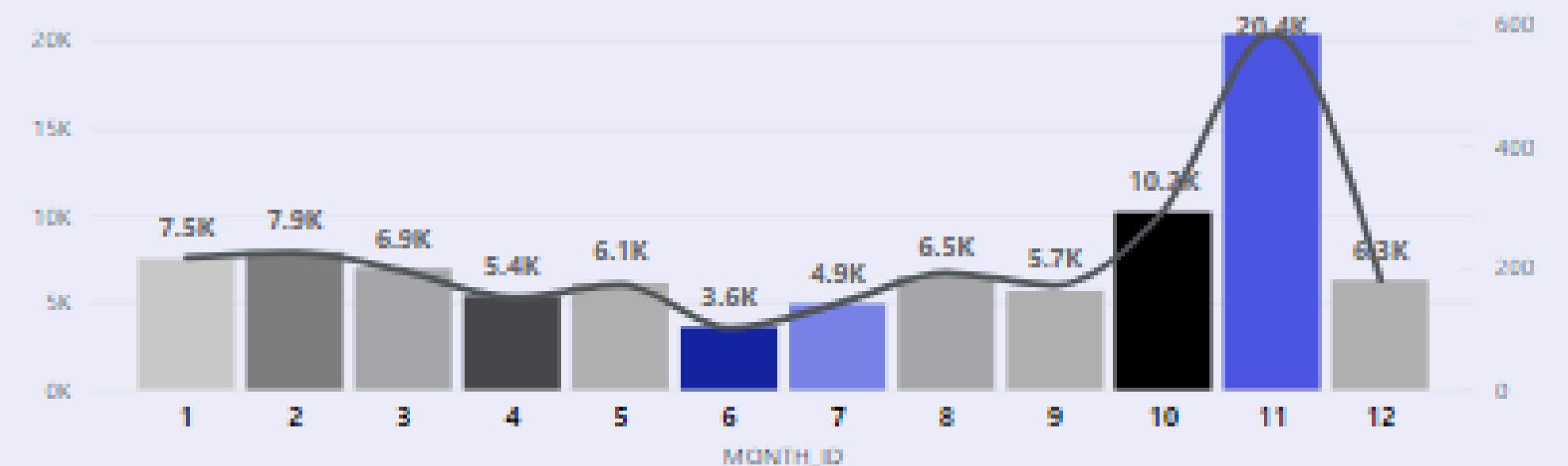


Count of...

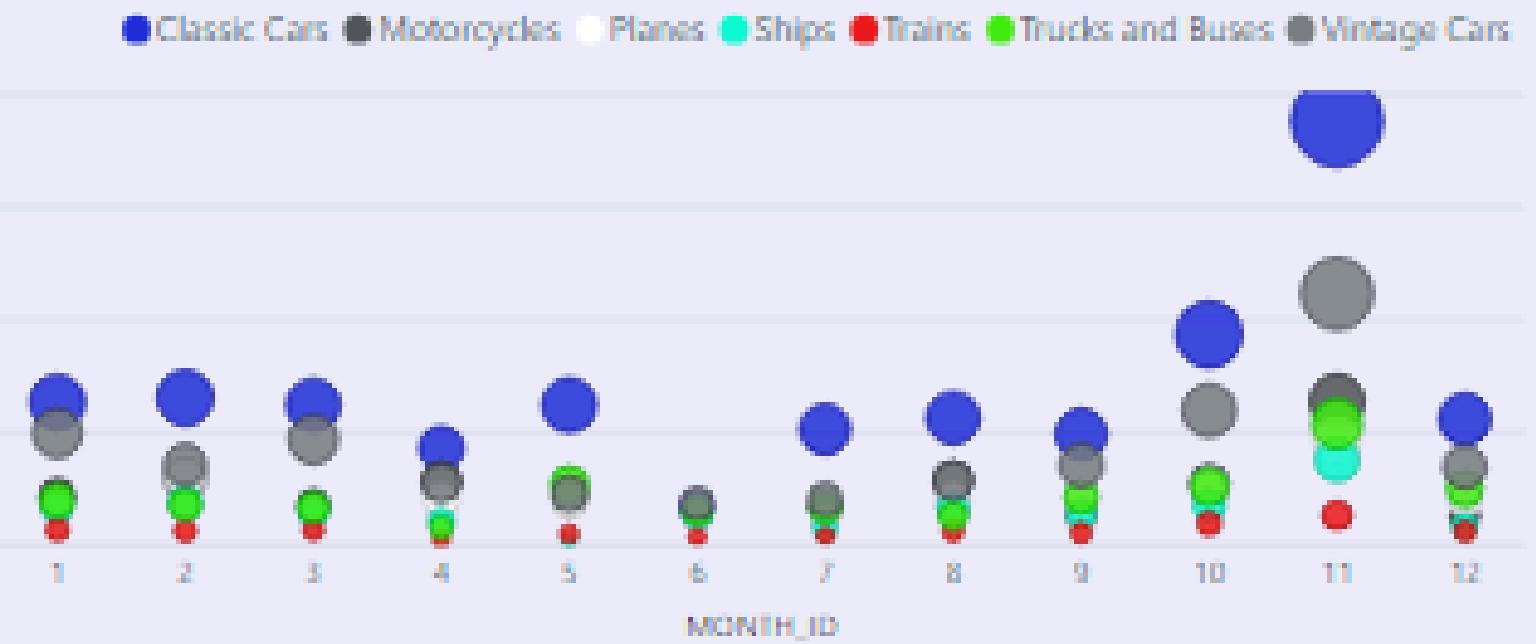
2.617K

Quantity of Product Line

● Sum of QUANTITYORDERED ● Count of PRODUCTLINE



Sales Frequency of Products

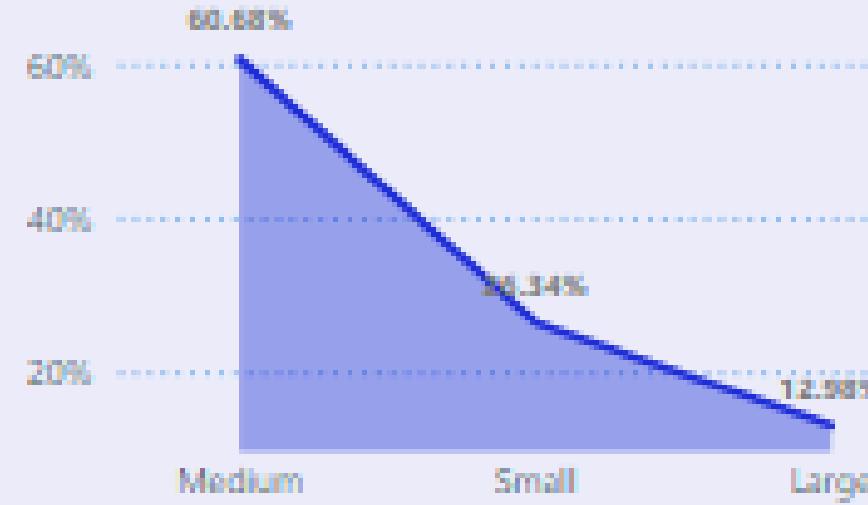


Customer

 Sum of SALES
9.29M

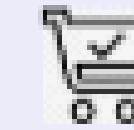
- APAC
- EMEA
- NA

Deal Size



 Revenue
7.65M

Orders

 2.617K

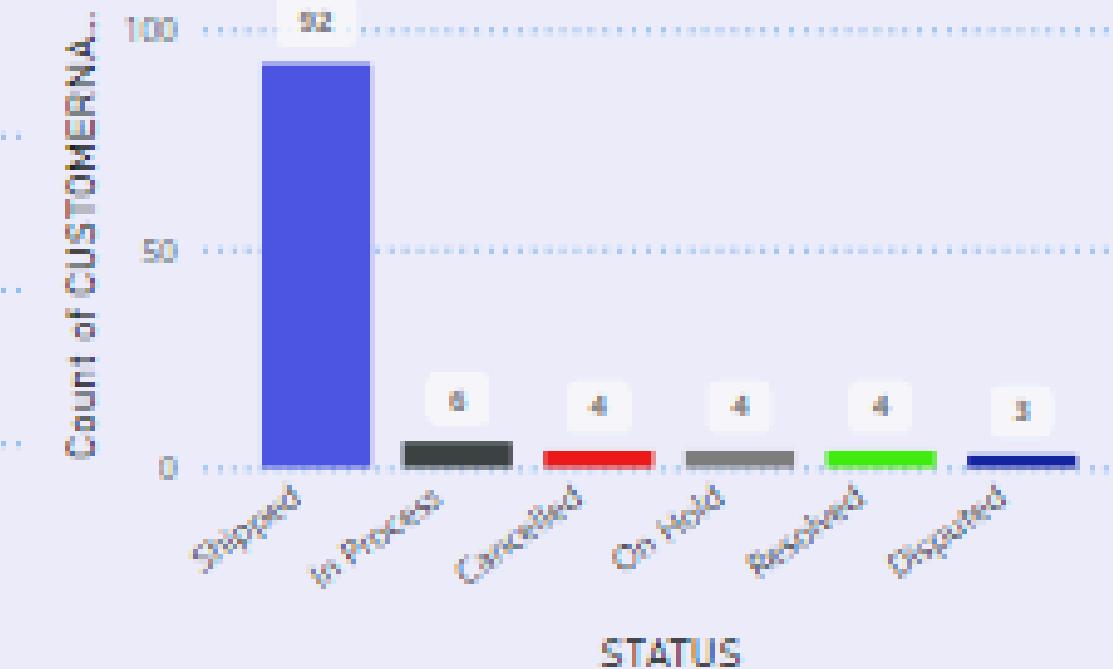
 Quantity
91K

2003

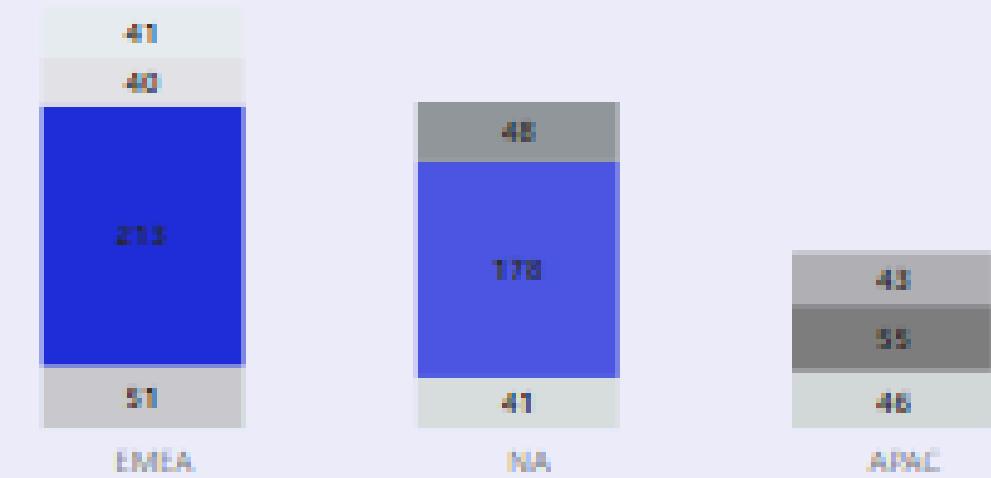
2004

2005

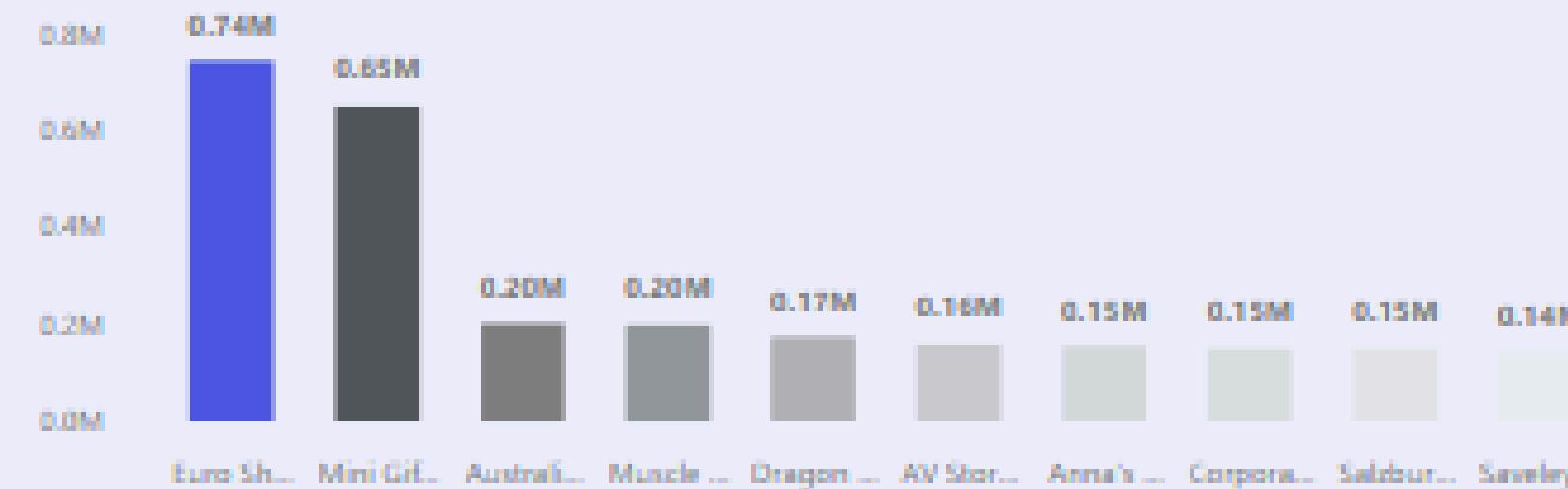
Status record



Count Customer by Territory

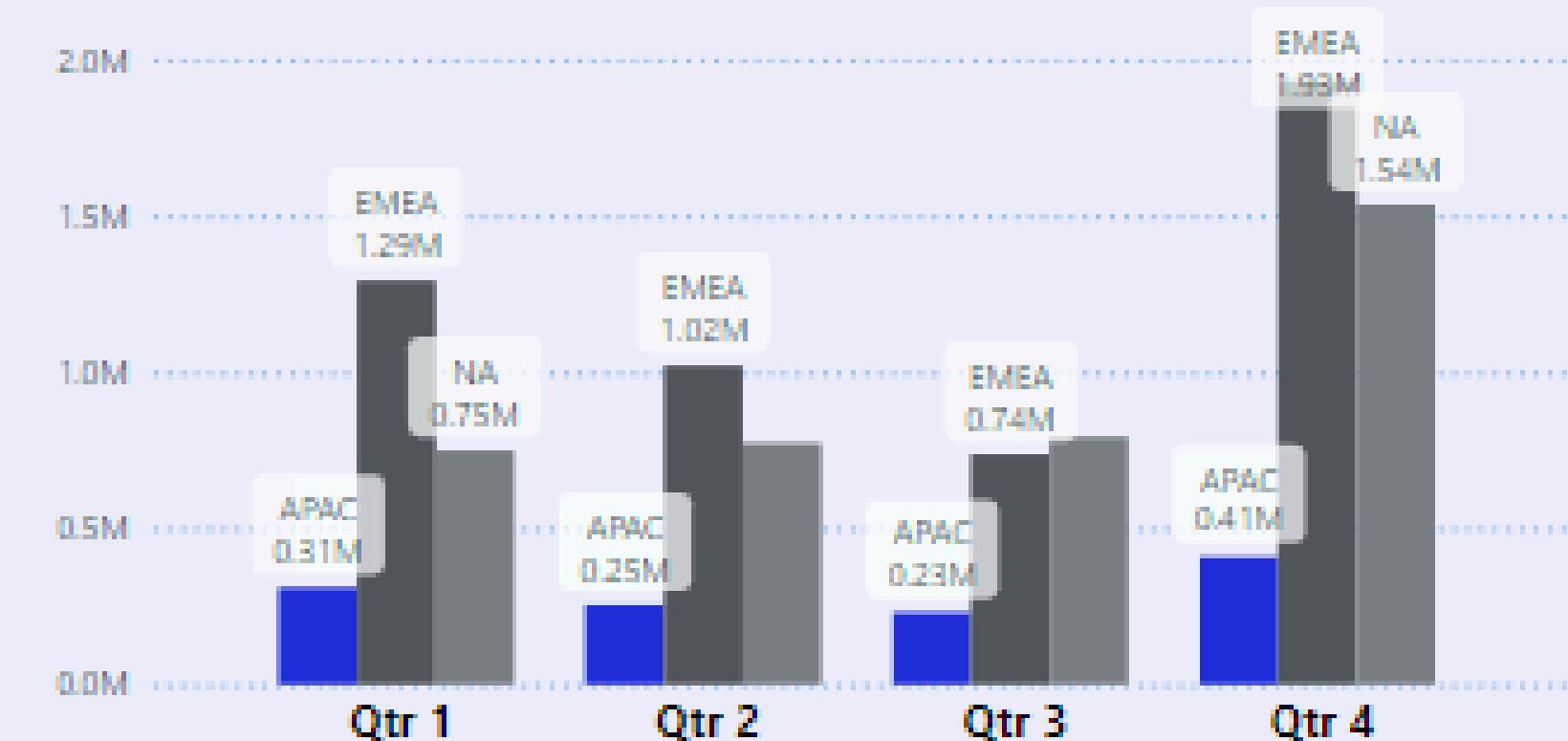


Top 10 Customer



STATUS

Sum of SALES by Quarter and TERRITORY



**THANK'S FOR
WATCHING**

